



FIELD GUIDE / 2026 EDITION

One Product. Three Ways to Pay. The Worst Cost **\$28,000.**

Packshots, lifestyle scenes or a master model you reuse for years: one product's year priced three ways, and how to tell which route fits yours.

START HERE

You are not buying images. You are buying a route.

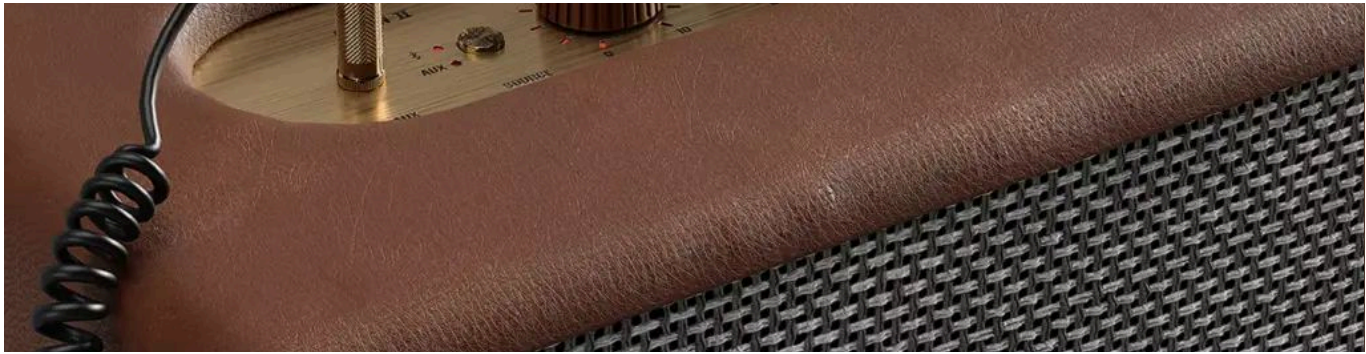
Most product enquiries ask for a number of images. The number matters less than it looks. What decides the year's spend is the route the first order puts you on: a set of packshots, a handful of lifestyle scenes, or a master model that everything else is rendered from.

Each route is right for somebody. The trouble starts when a brand buys the first route for a product that behaves like the third: new colourways every season, a marketplace that changes its ratios, a campaign nobody planned in spring. Every one of those arrives as a fresh quote, and the product is modelled and lit again each time.

THE ROUTE	WHEN IT IS THE RIGHT ONE
01 Packshot set	One colourway, a product page and a marketplace listing. Five angles on white, layered files, and nothing more to buy for years.
02 Lifestyle scenes	A launch that sells on mood and context. Worth it for the hero colourway; expensive when every colour needs its own room.
03 Master model and variants	Several colourways, a range that changes each season, or motion planned for next year. Costs more on day one and far less by month six.

The first order sets the price of every order after it.

A model built only to pass one packshot has to be rebuilt for a scene, rebuilt again for a loop, and matched by eye for every new colour. A model built as a master is reused. The difference is invisible on the first invoice and obvious on the fifth.



Maverick Frame production render.

THE INVOICE

One product, one year, bought still by still

Below is a composite of a product year as it usually arrives: four colourways at launch, two more in autumn, scenes for the website and a campaign late in the year. It is priced at mid-market studio rates, each request quoted on its own, which is how most of them reach a studio.

LINE ITEM	BASIS	AT STUDIO RATES
01 Launch packshots, four colourways, five angles	20 x \$280	\$5,600
02 Product model built from photographs and a sample	build	\$900
03 Three lifestyle scenes in the hero colourway	3 x \$550	\$1,650
04 The same scenes in the other three colourways	9 x \$550	\$4,950
05 Two autumn colourways, packshots	10 x \$280	\$2,800
06 The autumn colourways in the lifestyle scenes	6 x \$550	\$3,300
07 Marketplace square crops, re-rendered without layered files	12 x \$280	\$3,360
08 Model rebuilt for a 15-second social loop	rebuild	\$900
09 The loop itself	15 sec	\$1,500
10 One holiday campaign scene, new set	1 x \$600	\$600
Subtotal		\$25,560
Rush on the autumn drop, packshots and scenes		+ \$2,440
The year, bought still by still		\$28,000
The same year from one master model		\$10,520

\$17,480 of it is the same product built and lit again.

The master route for the same year: a model built to variant standard (\$1,800), six colourways as materials (\$720), five packshot cameras (\$1,400) and 25 colour variants (\$1,500), three scenes (\$1,650) with 15 colour swaps (\$1,350), the loop (\$1,500) and the holiday scene (\$600).

CHOOSE THE ROUTE

Packshots, scenes or a master model

Read down the left column and stop at the first line that describes your next twelve months. That is your route, and the right-hand column is what to ask for in the first order.

IF THIS IS YOUR YEAR	BUY THIS, AND SAY SO IN THE BRIEF
01 One colourway, a product page and a listing	A packshot set: five angles on white, transparent backgrounds and layered files. Nothing else pays back.
02 A launch that sells on mood	Two or three lifestyle scenes in the hero colourway, with the model built to variant standard in case the range grows.
03 Three or more colourways, now or later	A master model with every finish as a named material. New colours become variants, not new images at full rate.
04 A range that changes every season	Ask the studio to keep the scene files. Next season's order is then a variant run, priced as one.
05 Motion somewhere in the next year	Build the model to animation standard now, with moving parts separated. The rebuild costs more than the upgrade.
06 New channels and ratios each quarter	Ask for layered files and wide master frames. A new crop is then an export, not a re-render.
07 Packaging that changes with the season	Keep the label as a mapped surface on the model and send print-ready artwork. A new label is a swap, not a remodel.
08 A launch date that cannot move	Order the master before the date is close. Rush is half the time for about 40% more, and it applies to every line.

Sometimes the small order is the right one

If the product will not change colour, move to a new channel or appear in motion within a year, a packshot set is the whole job. We will say so in the reply and quote the smaller order, not the master.

THE ONE PAGE

What brands actually send us

The clients whose logos sit on our service pages do not send specifications. For product rendering they send something close to this, usually inside the body of an email, and it is enough to choose a route, quote it and start work.

01	The product	One line, plus CAD in a neutral format such as STEP if it exists. Say which version is final.
02	The real object	A physical sample, or photographs of it in plain light from several angles.
03	Finishes	Pantone, RAL or a sample for each colour and material. 'Our blue' is not a reference.
04	Colourways	How many now, and how many you expect next year. This alone decides the route.
05	Packaging and labels	Print-ready vector artwork, not a flattened JPG of the box.
06	Where the images run	Product page, marketplace, catalogue, social. Sets angles, ratios and resolution.
07	Packshots, scenes or both	A rough count of each is enough. We will say where a variant is cheaper than a new image.
08	Motion	Whether a loop or a film is likely within a year, so the model is built for it once.
09	The date you need it	The real one, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to the right route.

Say intent, not detail

Tell us what the images have to sell and where. Lighting, camera and composition are what we do every day; a short brief with the purpose in it beats a long one that dictates every angle.

Ask for the files, not only the images

Layered files, the model and the scene set kept on record. They cost almost nothing at the time and decide what next year's order costs.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the CAD and a sample

CAD in any neutral format, a physical sample or clear photographs, packaging artwork and a line on where the images will run, in whatever state they are in. We will reply with a route, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Product rendering	maverickframe.com/services/3d-product-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.